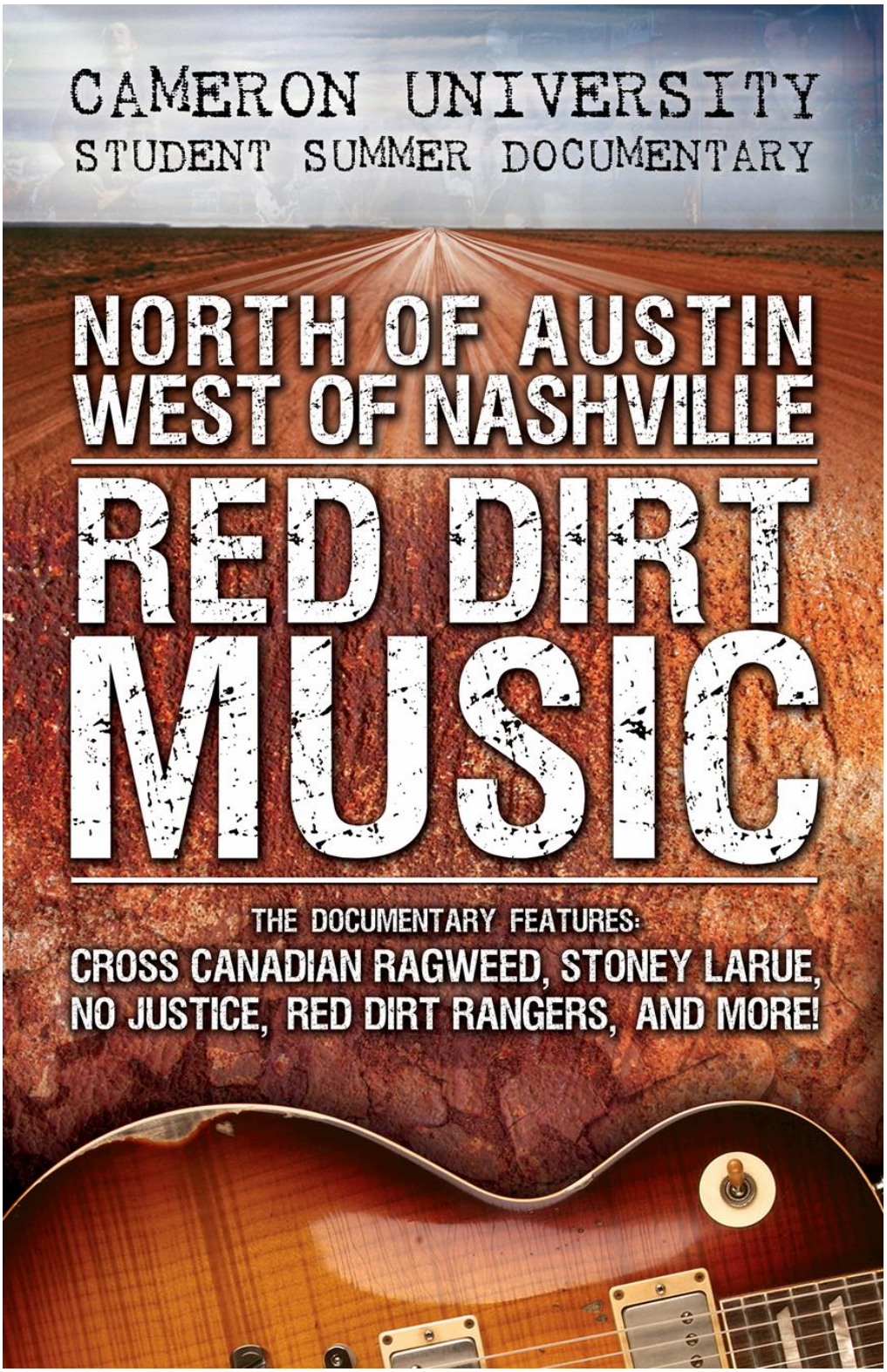
CAMERON UNIVERSITY
STUDENT SUMMER DOCUMENTARY
NORTH OF AUSTIN
WEST OF NASHVILLE
RED DIRT
MUSIC
THE DOCUMENTARY FEATURES:
CROSS CANADIAN RAGWEED, STONEY LARUE,
NO JUSTICE, RED DIRT RANGERS, AND MORE!

MEDIA BOOK

In 2007, students at Cameron University in Lawton, Oklahoma produced a documentary called North of Austin/West of Nashville: Red Dirt Music which was premiered at the University on July 24. The title of the film refers to names often given to the region around Stillwater, Oklahoma. The students traveled more than 4700 miles, interviewing and recording musicians such as the Red Dirt Rangers, Bob Childers, No Justice, Johnny Cooper, Brandon Jenkins, Stoney LaRue, Cross Canadian Ragweed and others. "In this film, the musicians speak openly, honestly and passionately about this unique musical form born in the heartland of the southern plains. Void of the over-polished and superficial influences of today's music marketers, these musicians live the stories that they sing about while remaining true to themselves."[18] A screening of the film also took place at the Crystal Theater in Okemah, Oklahoma on July 12, 2008, during the 11th Annual Woody Guthrie Folk Festival.[19]

- Wikipedia

“North of Austin, West of Nashville: Red Dirt Music”

Produced through Cameron University

Crew List

Executive Producer -	Dr. Matt Jenkins
Producer -	Kyle Cabelka
Director -	Dan Hyde
Editing/Graphics -	Cecilio Ramirez
Editing/Graphics -	Kyle Weatherly
PR/Marketing -	Sharon Cheatwood
Production Manager –	Brooke Whiteley

Production Crew:

Ricky Warren
Nadia Nunez
Vincent Escalante
Jason Green
Patrick Turner
Chase Massie

Events

North of Austin/West of Nashville: Red Dirt Music

Date: 7/24/2007

The premiere for the film, "North of Austin/West of Nashville: Red Dirt Music", is set for July 24th, 7 pm in the Cameron University Theatre. Also featured will be live performances by Johnny Cooper along with other local artists whom will be named later. Following the concert, another viewing of the film will follow. This free event is open to the public; however, seating is limited to 400. The official website for the documentary "North of Austin/West of Nashville: Red Dirt Music" is http://reddirtmusic.wetpaint.com/. The project explores Red Dirt Music, born in Stillwater, OK, considered the "Nashville" of Red Dirt Music. The music continues to evolve as many of the Red Dirt artists have relocated to Texas and elsewhere in recent years. This once uniquely Oklahoman music has migrated south to Austin, west to Nashville, and abroad to such countries as France. The film features interviews with many Oklahoma musicians. Included in the film are Wade Bowen, Cross Canadian Ragweed, Stoney Larue, Jackson Taylor, No Justice, Johnny Cooper, Tom Skinner, Red Dirt Rangers, Randy Crouch, Bob Childers, Casey Pilgreen, Brandon Jenkins, Cory Morrow, Roger Creagar, Bleu Edmondson. Also on tap are Stan Moffat of Payne County Line Promotions, Frank Jackson with Smith Music Group and Radio DJs, Jett Black with 94.9, "The Outlaw", and Jim Nash with 106.9, "The Ranch 8". Cameron University 2800 West Gore Blvd. Lawton, OK 73505 580-581-5510 For more information about Cameron University, Department of Communication, call 580-581-2359 or visit http://www.cameron.edu/

» For more information contact: Metro Family Magazine

REGIONAL NEWS

OKEMAH:
At the Grape Ranch *(see link on left for more info and directions to the winery!!!)*.
July 12--15
A wonderful complement to the 10th Annual Woody Guthrie Festival, (held in downtown Okemah), Grape Ranch's free concerts will be held from 2 p.m. to 9 p.m. Thursday through Saturday and 2 to 6 p.m. on Sunday.
Organized by Oklahoma singer / songwriter Tom Skinner, the winery will feature over 24 combined hours of music by some of the area's most talented musicians, including Buffalo Fitz, Bob Childers, Don Conoscenti, Randy Crouch, Susan Herndon, Emily Kaitz, The Red Dirt Rangers and Tom Skinner.

Woody Guthrie Folk Festival
July 11--15
Join us for the 10th annual celebration of Woody Guthrie's birthday in his hometown. Five days of peace, love, music and sunscreen with musicians and fans from all over Okemah, America, and beyond.

OKC:
July 20: *Boulder Acoustic Society*, Blue Door (see link at left).

LAWTON:
The premiere for the film, *"North of Austin/West of Nashville: Red Dirt Music"*, is set for July 24th, 7 pm in the Cameron University Theatre. Also featured will be live performances by *Johnny Cooper* along with other local artists whom will be named later. Following the concert, another viewing of the film will follow. This free event is open to the public; however, seating is limited to 400.

Visit The Official Website for more information about this exciting documentary.

HINTON, OK:
July 27 & 28
Seventh Annual Hinton Guitar Festival at Red Rock Canyon State Park. Free Live Music in a beautiful outdoor setting! More info here: Seventh Annual Hinton Guitar Festival

AUSTIN:
Red Dirt Daddy Jimmy LaFave has a new CD out on Red House Records, *"Cimmaron Manifesto"*.
Check out the cover photo. Who can guess what Oklahoma town that is? (hint: it's not Stillwater). Release date was May 8, so it should be in area stores by now.
Michael Fracasso has a new cd out. It's called "Red Dog Blues". You can sample and order it at michaelfracasso.com

FAYETTEVILLE, AR.:

LAWRENCE, KS:
Truckstop Honeymoon (Mike & Katie West) have a new cd out on Binky Records. It's called "Diamonds In The Asphalt". It's their first release since they relocated to Lawrence from N'awlins, after Hurricane Katrina. Also, word has it they are featured in an upcoming documentary dvd "I Won't Let The Angels Take You Away", scheduled for release sometime this summer. Stay tuned.

Dewayn Brothers have released their Mike West-produced cd "Farmer", available at CD Baby and their shows.

GOT NEWS? CLICK HERE TO SUBMIT NEWS ITEMS OF INTEREST TO FOLK SALAD LISTENERS AND READERS!

Message

Posted: Thu Jun 28, 2007 11:05 am Post subject: "North of Austin/West of Nashville: Red Dirt Music" TheMovie

07

"North of Austin/West of Texas: Red Dirt Music", documentary film, 2007 featuring interviews with Wade Bowen, Cross Canadian Ragweed, Stoney Larue, Jackson Taylor, No Justice, JohnnyCooper, Tom Skinner, Red Dirt Rangers, Randy Crouch, Bob Childers, Casey Pilgreen, Brandon Jenkins, Cory Morrow, Roger Creagar, Bleu Edmondson. Also on tap are Stan Moffat of Payne County Line Promotions, Frank Jackson with Smith Music Group and Radio DJs, Jett Black with 94.9, "The Outlaw", and Jim Nash with 106.9, "The Ranch 8". The film's premiere date is July 24, 2007 at Cameron University's Theatre in Lawton,OK.

reddirtmusic.wetpaint.com/

Monday/Jul/09

Happenings Around Town or Quickies

The 2007 Darrouzett German
Fest kicks off at 6 p.m. today
with a softball tournament at the Darrouzett City Park.

Events on Saturday include a bazaar from 10 a.m. to 5 p.m. at the Old Theater Building on Main Street, a parade at 11 a.m. on Main Street, a car and bike show from 1 to 5 p.m. on Main Street, a German meal at noon at the school gym, music, games and other entertainment during the day. Fireworks begin at 10 p.m. in City Park.

Events Sunday include a breakfast at 7:30 a.m. at the Friendship Club, community church at 9:30 a.m. and a meal at 11 a.m. at the American Legion Building.

Much of the entertainment is free, though some food and activities require a fee. For information, call (806) 624-2631.

Goodlett

Red dirt musician Johnny Cooper of Wichita Falls will perform Saturday at the Pease River Playhouse in Goodlett.

Cooper's performance will be filmed by Cameron University communication students for their summer documentary project, "North of Austin, West of Nashville: Red Dirt Music."

The film will debut July 24 at Cameron University in Lawton, Okla.

The event begins at 6 p.m. with a dinner and music by Darrell Sparkman and Brison Bursey. Cooper takes the stage at 7:30 p.m.

Tickets are $15 for 18 and older and $10 for 17 and younger. Tickets can be purchased by phone at (940) 674-2477 at the Quanah Chamber of Commerce, Tumbleweed Western Wear and Riley's Gas and Go in Quanah, the Childress Chamber of Commerce and NAPA Auto Parts in Vernon.For information, visit www.peaseriverproductions.org.

"North of Austin, West of Nashville: Red Dirt Music"

Published: Jul. 18, 2007 at 9:31 PM CDT|Updated: Jul. 19, 2007 at 12:09 AM CDT

Move over, Steven Spielberg. You have some competition coming your way. They're Cameron University students who are creating a documentary from start to finish. They are in charge of it all: setting up interviews, shooting the video and putting it all together. Now they're putting the finishing touches on "North of Austin, West of Nashville: Red Dirt Music"

They've been on the road for the last six weeks. Now they're home, getting ready for the big premiere next week.

And It's all about the music and the music makers. That's what producer Kyle Cabelka focuses on. He's a Cameron senior and he's busy making sure all the footage they've shot over the past six weeks is where it needs to be.

"We've been traveling all over Texas and Oklahoma for about the past eight weeks. I think we've put on about 5000 miles in traveling to concerts, just about every weekend," Cabelka said. Cabelka says putting together a real documentary gives him hands-on movie-making experience he couldn't get anywhere else around here.

The movie is about Red Dirt Music. This fusion of rock, country and bluegrass is a genre exclusive to Oklahoma and Texas. The students have gone to dozens of concerts this summer, getting to hear a lot of it. Director Dan Hyde said it's been great getting to meet all the artists.

"Now hearing all these artists, I've actually started enjoying listening to some of these artists. And that was the good thing about it, is actually getting to see a new music genre that I was not exposed to," Hyde said.

Even though they got to meet the muscians, the work could be pretty dirty. It took lots of setting up and tearing down of equipment, every place they went. While it's been a lot of fun, it's still a class and they will still need good grades.

"Our professor actually says in order to get an A, he wants the theatre on Tuesday night to be full. But I think he's just kidding about that," Cabelka said.

The students will be showing the completed documentary at a *free*concert with Red Dirt Artist Johnny Cooper live. The premiere will be on July 24th at the Cameron University theatre. And you're invited. Doors open at 6:30.

“North of Austin/West of Nashville:Red Dirt Music”

A Documentary Film,

Cameron University in Lawton, OK has a unique summer class, “Producing the Documentary” with Dr. Matt Jenkins has provided a real world experience for its students for the past eight years. The students work as producer, director, production manager, editor, and more! The real reward is not just the grade but an opportunity to work with many professionals. In addition, this class has produced award-winning films shown in local, state, and national markets.

This year the project explores Red Dirt Music whose birthplace is considered to be Stillwater, OK and surrounding area. The region is also referred to as “North Austin” or “West Nashville” . Some say the music can best be likened to the indie genre of rock ‘n’ roll as there is no definitive sound while others say it is a state of mind. Whether it is Americana, folk, or alt-country or a mix of folk, rock, country, bluegrass, blues, western swing, and honky tonk, with a few Mexican influences thrown in, it continues to evolve as many of the Red Dirt artists have relocated to Texas and elsewhere in recent years. This once uniquely Oklahoman music has migrated south to Austin, west to Nashville, and abroad to such countries as France. (Source: Wikipedia, musicians, and fans)

For the next six weeks, the students take to the road to interview recording artists Wade Bowen, Brandon Rhyder, Cross Canadian Ragweed, Stoney Larue, Jackson Taylor, No Justice, JohnnyCooper, Tom Skinner, Red Dirt Rangers, Randy Crouch, Bob Childers, Casey Pilgreen, Brandon Jenkins, Cory Morrow, Roger Creagar, Bleu Edmondson. Also on tap are Stan Moffat of Payne County Line Promotions, Frank Jackson with Smith Music Group and Radio DJs, Jett Black with 94.9, “The Outlaw”, and Jim Nash with 106.9, “The Ranch 8”.

The premier for the film, “North of Austin/West of Nashville: Red Dirt Music”, is set for July 24th, 7 pm in the Cameron University Theatre in Lawton, OK. Also featured will be live performances by Johnny Cooper along with other local artists whom will be named later. Following the concert, another viewing of the film will follow. This free event is open to the public, however seating is limited.

To find out more about the premiere, email mattj@cameron.edu or call 580-581-2359

PAYNE COUNTY LINE OKLAHOMA MUSIC NEWS

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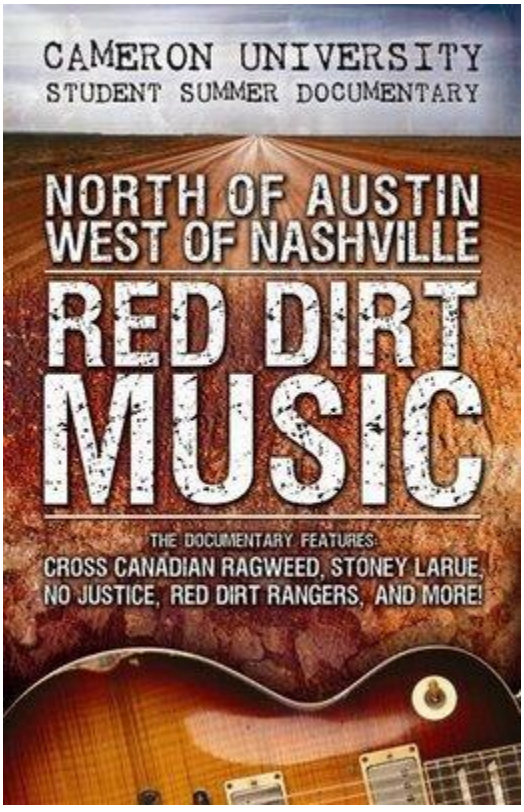
Monday, September 17, 2007

Red Dirt Music



Visit us at: http://reddirtmusic.wetpaint.com/

Cameron University in Lawton, OK has a unique summer class, "Producing the Documentary" with Dr. Matt Jenkins has provided a real world experience for its students for the past eight years. The students work as

producer, director, production manager, editor, and more! The real reward is not just the grade but an opportunity to work with many professionals. In addition, this class has produced award-winning films shown in local, state, and national markets.

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For six weeks, the students took to the road to interview and shoot concert footage of recording artists Wade Bowen, Jackson Taylor, No Justice, Johnny Cooper, Amy Hughes and the Dirty Seven, Clint Osmus of the Paul Daniels Band, Red Dirt Rangers, Bob Childers, Casey Pilgreen, Brandon Jenkins, Cory Morrow, & Roger Creagar. Also on tap are Frank Jackson with Smith Music Group and Radio DJ Jim Nash with 106.9 The Ranch.

The film premiered July 24th, 7 pm in the Cameron University Theatre in Lawton, OK. Before the film, the nearly full theatre patrons were treated with live acoustical performances by Kyle Hunt, Casey Pilgreen, & Johnny Cooper. Special guests included family of the artists, fellow band members, Jim Nash & Kim Driscoll of 106.9 The Ranch, and Scotty Preston & Rockin' Ron from the Outlaw 94.9, Charles Clark, editor of the Lawton-Constitution's Styles Section, KCCU Radio's Cynthia Sosa, CU President Cindy Ross, CU VP Glen Pinkston, and members of the Lawton Arts & Humanities Council.

Visit us at: http://reddirtmusic.wetpaint.com/

Let the Good Times – and the Cameras – Roll!
CU's "Red Dirt" documentary finds success and inspires student filmmakers

By Janet E. Williams

The students who enrolled in Dr. Matt Jenkins' "Making the Documentary" class during the Summer 2007 term shared common goals. Sure, they all wanted to pass the class, earning credits to apply to their respective degree programs. Those who took the class for the first time aspired to learn the process of filmmaking; those who were taking it for the second time sought to hone the skills they'd learned the previous year by taking on more responsibility. Each sought to maximize their creativity by producing a professional documentary.

With "North of Austin/West of Nashville: Red Dirt Music," they soared far beyond those goals. The one-hour film has received unprecedented media attention and wholehearted acclaim on the film festival circuit since its July 2007 release, when it premiered to a standing-room only house at Cameron's University Theatre.

The film was named *Best Student Music Documentary* at the April 2008 Barebones International Film & Music Festival in Muskogee and was an official selection at the Boomtown Film & Music Festival in Beaumont, TX last May. At the Traildance Film Festival in Duncan last January, it was nominated for *Best Oklahoma Documentary*. Organizers of the Woody Guthrie Folk Festival contacted Cameron to arrange for a special screening of the film at this year's festival, and the film makes another festival appearance at the upcoming Southern Winds Film Festival in Shawnee this September.

The success of "Red Dirt" came as no surprise to the hard-working students who produced the film.

"I knew it was going to be a big hit with a lot of people because no one had ever made a documentary about red dirt music," says Brooke Whiteley, now a CU senior who served as production manager. "We had a lot of interest in the movie before it even premiered. I knew from the beginning it was going to be special."

Cecilio Rameriz-Cibes, who served as lead editor during his junior year, echoes that thought. “When we had the premiere, we filled up the theatre. That was the greatest success. Once we knew that, we knew we had a prize.”

“At first, after watching it, I thought, we’re done with it,” crewmember Patrick Turner, now a CU sophomore, recalls. “I thought it was a very good documentary, but I was afraid that it would only be appealing to people who liked red dirt music. But it grew into something more - it’s appealing to anybody that likes music.”

Whiteley, Rameriz-Cibes, director Daniel Hyde, producer Kyle Cabelka and crew member Vincent Escalante had worked together on the Summer 2007 documentary, “Unbreakabull.” Having previous experience was a plus, says Rameriz-Cibes. “It was so easy because we all knew each other, and we all trusted each other.”

And though Turner, Sharon Cheatwood, Jason Green, Chase Massie, Nadia Nunez, Ricky Warren and Kyle Weatherly were taking the class for the first time, they benefitted from their co-workers’ experience. “We were willing to help people that didn’t have so much experience,” explains Hyde, who completed his degree this past summer. “That’s how you learn, by doing it. If someone has guidelines for you, it’s easier to learn that way.”

Cabelka, who graduated in Spring 2008, played a significant role in the film’s success, according to his fellow filmmakers. “We had a great student producer,” Hyde says. “He did a phenomenal job of setting up our interviews, our interview times, when we had to be certain places.”

Whiteley agrees. “Kyle played a major role in the success of this documentary. He got a lot of well-known red dirt artists, and he got us on a lot of well-known red dirt radio shows.”

In addition to the satisfaction of completing a job well done, each of the students involved in the project benefited on a personal level.

“I learned that I can do this, it is fun and it’s not a hard job, but it’s a job that needs dedication,” Hyde explains. “I found out that I could be dedicated enough to do it.”

“I learned how to be more open, have better interview skills, how to talk to different personalities, “says Whiteley. “That’s really helped me a lot. You learn so much more than just sitting in a classroom. We actually got to do this hands-on and see what’s like, if you want to go further in this field. That was really rewarding.”

“I learned I had a lot of patience with people,” admits Rameriz-Cibes. “Prior to this film, I had a lot of projects I worked on, but I never felt like I did such a great job. I never had anything as successful as ‘Red Dirt.’ It makes you see a lot about yourself, that you can actually do it.”

All are unanimous in crediting Dr. Jenkins for instilling their passion for filmmaking.

“If you need anything, he’s there,” Whiteley maintains. “Dr. Jenkins was mainly there to advise us and to make sure everything went smoothly. He let us do what we wanted to do creatively, even if he didn’t agree with it. He let us learn our own way. We’re very lucky to have him here.”

“Not only does he have an inspiration for filmmaking, he incorporates the techniques that you use in television and radio into filmmaking, and filmmaking techniques into television,” says Turner. “With that, we’re able to come out with so much more. Dr. Jenkins teaches us how to realistically produce and market our own work. He teaches us how to get it out there, how to make a living from it.”

Ah, yes - making a living. Hyde and Ramirez-Cibes are ready to tackle the production world of film and tv. Whiteley aspires to be on-camera, perhaps as a new anchor or reporter. And Turner wants to stick with documentary filmmaking.

“I’ve always wanted to do one about ridiculous laws that all the states have,” he explains. “My idea is to go break those laws, since nobody’s gonna get hurt.”

So if you see someone walking backwards while eating a hamburger in Oklahoma City (a hard-to-explain statute that is apparently still on the books), look for Turner. He'll be the one heading up the film crew as he fulfills yet another goal.

SIDEBAR:

North of Austin/West of Nashville: Red Dirt Music

Matt Jenkins, Ph.D., Executive Producer
Kyle Cabelka, Producer
Daniel Hyde, Director
Brooke Whiteley, Production Manager
Sharon Cheatwood, Marketing, Public Relations, Research, Writer, Crew
Vincent Escalante, Crew
Jason Green, Crew
Chase Massie, Crew
Nadia Nunez, Crew
Cecilio Rameriz-Cibes, Crew
Patrick Turner, Crew
Ricky Warren, Crew
Kyle Weatherly, Crew

KEY NOTES by:Katie Key

There's also a documentary coming out in a couple of weeks called *North of Austin/West of Nashville: Red Dirt Music.*

This film explores Red Dirt Music, which was born in Stillwater, OK. The film features interviews with Wade Bowen, Brandon Rhyder, Cross Canadian Ragweed, Stoney LaRue, Jackson Taylor, No Justice, Johnny Cooper, Tom Skinner, Red Dirt Rangers, Randy Crouch, Bob Childers, Casey Pilgreen, Brandon Jenkins, Cory Morrow, & Roger Creager. Also interviewed are Stan Moffat of Payne County Line Promotions, Frank Jackson with Smith Music Group and Jim Nash from 106.9, "The Ranch."

The premiere for the film is set for July 24 at Cameron University Theatre in Lawton, OK. There will be live performances from Johnny Cooper along with other local artists. This free event is open to the public; however, seating is limited to 400.

For more details, go to http://reddirtmusic.wetpaint.com/.

OKLAHOMA FILM & MUSIC OFFICE

Welcome to the Official State of Oklahoma Film & Music Office Website...Please ask us about our incentives!

Premiere set for Cameron University Student Documentary on Red Dirt Music

In 2006, students at Cameron University in Lawton, OK produced the film *North of Austin/West of Nashville: Red Dirt Music* during a summer class, "Producing the Documentary", taught by Dr. Matt Jenkins.

The project explores Red Dirt music, a genre born in Stillwater, OK, a city considered to be the Nashville of Red Dirt music. The Red Dirt sound continues to evolve as this once uniquely Oklahoman brand of music has migrated south to Austin, west to Nashville, and as far away as France.

North of Austin/West of Nashville: Red Dirt Music features interviews with many Oklahoma musicians. Included in the film are Wade Bowen, Cross Canadian Ragweed, Stoney Larue, Jackson Taylor, No Justice, Johnny Cooper, Tom Skinner, Red Dirt Rangers, Randy Crouch, Bob Childers, Casey Pilgreen, Brandon Jenkins, Cory Morrow, Roger Creagar, Bleu Edmondson. Also featured are Stan Moffat of Payne County Line Promotions, Frank Jackson with Smith Music Group and Radio DJs, Jett Black with 94.9, "The Outlaw", and Jim Nash with 106.9, "The Ranch 8".

The premiere for *North of Austin/West of Nashville: Red Dirt Music* is set for **July 24th** at 7 p.m. in the Cameron University Theatre in Lawton. In addition to the screening, there will be live performances by musician Johnny Cooper along with other local artists. Following the concert, an encore screening of the film will follow. This free event is open to the public, however seating is limited.

Please visit the official website for the documentary *North of Austin/West of Nashville: Red Dirt Music* at: http://reddirtmusic.wetpaint.com.

For more information about the project and/or premiere, call (580) 581-5510 or email mattj@cameron.edu

Alt-Country Finds Red Dirt Under Its Nails

By ANDREW BEAUJON

November 18, 2007

The New York Times

SHORT, wiry and longhaired, his arms tattooed with Christian symbols and his group's logo, Cody Canada, the singer and guitarist for Cross Canadian Ragweed, surveyed an alternative country audience, Texas style. Women sitting on the shoulders of men wearing straw cowboy hats bared their breasts to signal their affection for the band, and plenty of attendees had the Lone Star flag tattooed on their calves.

It was enough to make you forget that the dirt in Fort Worth is brown. Cross Canadian Ragweed's Red Dirt Roundup festival, held in the Stockyards district here on Labor Day, drew 15,000 fans and featured visitors from the world of rock (the headliner, the Black Crowes), the country mainstream (the Nashville star Gary Allan) and what people here might graciously call the East Coast ideal of alt-country, Son Volt. But the main draw was "red dirt" music, a regional strain of country influenced by Southern rock and jam bands.

For fans of Son Volt, or artists like as Wilco or Gillian Welch, a devotion to alt-country is often a way of triangulating a punk-rock past, emerging adulthood and often serious class issues. But around here alt-country is generally seen as raucous party music far divorced from slick mainstream country fare. And for a battered music industry, that party is getting big enough to draw strategic investment in a scene where bands can play more than 200 shows a year without ranging east of Louisiana or north of Oklahoma.

Oklahoma, with its soil rich in iron, is where red dirt music originally comes from. Like many red-dirt acts Cross Canadian Ragweed cut its teeth in Stillwater, Okla., moving on to giant honky-tonks like Cain's Ballroom in Tulsa, Okla., where Bob Wills perfected Western swing and the Sex Pistols played the penultimate date of their star-crossed final tour. The music of red-dirt performers — like the Randy Rogers Band, the singer Stoney LaRue and No Justice — takes inspiration from both.

"You almost can't be in a band working and not have some kind of a country influence in Texas," said Randy Rogers, 29. "We also listened to Nirvana and Pearl Jam when we were younger. It's kind of hard not to be country when you grew up feeding cows."

Unlike the more collegiate strain of alt-country, red-dirt bands evince arty influences without worrying much about issues of authenticity. "I don't really consider this to be country," said Matt Jenkins, a professor of communication at Cameron University in Lawton, Okla., whose students produced a documentary about red-dirt music called "North of Austin/West of Nashville." "I would consider this to be a drunk country, non-Nashville sound."

Nashville, as a byword for mainstream country music, is not a popular subject with red-dirt fans. In Cross Canadian Ragweed's song "Anywhere but Here" Mr. Canada, 31, relates a trip to the country-music capital where executives initially toadied to him but "changed my song," then "turned their back on me." The fans and musicians at the Roundup are more than happy to return the favor, sporting hats and shirts with unprintable anti-Nashville slogans and disparaging the popular country group Rascal Flatts to anyone who'll listen.

But Cross Canadian Ragweed is itself signed to a Nashville record label, Universal South. And Mr. Canada's account of the union in "Anywhere but Here" is more a reflection of his affection for Bob Dylan's narrative songs than memoir. "Nashville actually came to us," said Grady Cross, 32, the band's rhythm guitarist. "There wasn't anything like we were knocking on their doors, trying to get in."

Mr. Canada added, "We said we're not going to change anything," relating how the band won artistic control from Universal when it was signed in 2002, a concession rare in any record deal but almost unheard of in country music. But Cross Canadian Ragweed came to Universal with a devoted and sizable audience it had built itself through self-released albums and constant touring.

"They're beyond self-sustaining on the road," said Fletcher Foster, the general manager of Universal South. Cross Canadian Ragweed's built-in audience and word of mouth among fans, particularly on the Internet, Mr. Foster said, means the label doesn't have to spend as much on marketing as it would on a new artist. "The deal is, with bands like these you can make money," he said. But Mr. Foster said his label can invest more into Cross Canadian Ragweed should country radio take notice. "My philosophy is, set it up like you're not going to get radio." And if the band gets radio airplay, he continued, "it's like a blessing from God."

Cross Canadian Ragweed's newest album, "Mission California," was released last month and sold about 25,000 copies in its first week, giving the band its highest position on Billboard's Top 200 chart, at No. 30. (Several of the band's albums have sold around 250,000 copies each over time.) Mike Armstrong, who came to the Roundup from Saginaw, Tex., has been following Cross Canadian Ragweed since 1994. He said the band's success outside the region is worrying; "going Nashville," as he put it, threatened the loyalty of longtime fans like himself. Ben McGrath, 19, of Grandview, Tex., said Cross Canadian Ragweed's new music "sounds less Southern rock and more Tim McGraw."

That may be a bit alarmist. The group's sound recalls Southern rock, the "outlaw country" of Willie Nelson and Waylon Jennings, and Phish-style jamming, anchored by Mr. Canada's raspy voice and overdriven solos. Even with a few rough edges buffed off by Cross Canadian Ragweed's manic touring cycle, it's hardly a natural fit with country radio, the traditional theater in which country bands battle for market share. Mr. Canada said his band's underwhelming showing on the radio charts is a constant source of friction between the band and its label.

Gambits like recording a single with Lee Ann Womack (2004's "Sick and Tired") have not raised the group's profile with mainstream country fans; what headway Cross Canadian Ragweed has made comes courtesy of the fandom of stars like Mr. Allan and Dierks Bentley, who has taken the group on tour numerous times and sings "Ragweed's rockin' on the radio" in his No. 1 country hit "Free and Easy (Down the Road I Go)." (Mr. Canada named his son, Dierks Cobain Canada, after Mr. Bentley and Kurt Cobain of Nirvana.)

But despite having a foot in Nashville, the band maintains that its main ambition is to be the "drunkest, loudest" jerks in that town, Mr. Canada said, using a more rock 'n' roll term for "jerks." "It's kind of weird when we go, there because people don't talk to us. We think they're afraid of us."

Chuck Taylor, a D.J. at KFWR in Fort Worth who does a weekly show based on the Texas charts (yes, Texas has its own charts), said country radio programmers are baffled by red dirt's rangy influences. "These guys are getting together to write their own songs rather than going through Nashville songwriters," he said. "This music can encompass everything from traditional country to the more rocking stuff. Nashville country, you don't get that kind of variety."

And at a red-dirt show the variety can verge on overwhelming. At the Roundup Micky and the Motorcars, from Austin, sounded like a twangy Joy Division, the Randy Rogers Band mixed power-pop with fiddle breakdowns, and Mr. Allan emerged on an elevator to tear through arena-shaking songs like "Nothing On but the Radio" and "Songs About Rain." A native of Southern California who grew up attending Black Flag shows and playing in honky-tonks with his father, Mr. Allan said he liked the edge red dirt brought to country. "I love the harder stuff," he said. "We've lost a lot of grit across the board."

Seconds after Mr. Allan's finale Cross Canadian Ragweed fired up its set across the field. The Black Crowes were the festival's ostensible headliners, but this was Cross Canadian Ragweed's crowd, and Mr. Canada seemed comfortable giving the audience orders. "You can't fight during a bass solo," he scolded the crowd after one of Jeremy Plato's extended flights on his instrument's fretboard. "Get 'em up on your shoulders, boys — we're getting out of here," he instructed the men in the crowd before the final song; they dutifully hoisted up their female friends, setting off another epidemic of shirt lifting at a concert that was beginning to feel like "Porky's" with a rootsier soundtrack.

But the nudity brought less applause than Mr. Canada's declaration in "I Believe You," a single, that "I believe that Jesus Christ died for all my sins." It was an unusual confluence of worlds, on a night when Texas felt even bigger than its boundaries.

Poster touts documentary's debut

"North of Austin/West of Nashville: Red Dirt Music" is the name of a documentary Cameron University students are producing this summer about the Texas-Oklahoma music phenomenon. A poster by former Cameron University student Doug Macabee advertises the premiere of the documentary–a free showing on the Lawton campus. (Courtesy)

has taken Texas, not everyone is happy. In one sense, it's the other way around: Texas has taken Red Dirt music from Oklahoma.

"A lot of the Red Dirt musicians from the Stillwater area moved to Texas," Jenkins said. "A lot of the older performers aren't really happy about that."

It's an issue that will no doubt be addressed in the documentary–especially since it's being produced in Oklahoma.

Cameron University will show the student-produced Red Dirt

(Continued on page 2)

Preparing for interview with musician

Cameron University communication professor Matt Jenkins, hand to his head, helps some of his students prepare Saturday for an interview with a musician at a festival in Holland, Texas. Jenkins and his students will be in Goodlett on July 7 to tape the Johnny Cooper segment of their production. Students are (from left) Kyle Weatherly, Patrick Turner, Ricky Warren and, barely visible, Dan Hyde, documentary director.

(Courtesy photo)

Red Dirt music

(Continued from page 1)

music documentary on campus in Lawton on Saturday, July 24. No admission will be charged.

"The seating will be limited," Jenkins said, advising anyone who wants to attend to arrive early.

True to the Texas turn that Red Dirt music has taken, Johnny Cooper is slated to perform at the event.

"I'm expecting a lot of people from Texas to attend," Jenkins said.

Meanwhile, Jenkins and his students are staying on the trail of Red Dirt musicians in both states, even going to the source.

"We will be going up to Stillwater and doing some shooting up there," he said.

As for Johnny Cooper, he's doing the opposite–taking Red Dirt abroad with a series of gigs this week in Ireland.

Then it's back to the states for the young musician, with an agenda that will take him several places in Texas and Oklahoma before his July 7 Goodlett concert–a Fourth of July style celebration that is billed to be a celebration of all things American, including Red Dirt music.

Putting the focus on Red Dirt

Focusing on Red Dirt music Saturday at the Corn Festival in Holland, Texas, Cameron Univeristy student Brooke Whitely captures footage for a documentary she and other students are producing this summer. The class will be in Goodlett on Saturday, July 7, to tape Wichita Falls musician Johnny Cooper, an up and coming singer in the Red Dirt tradition. Whitely is production manager for the film. (Courtesy photo)

This once uniquely Oklahoman music has migrated south to Austin, east to Nashville, and abroad to countries such as France.

Student producer Kyle Cabelka, said that the musicians were more than willing to cooperate with film crews getting up close and personal with them while on the road. "They were all down to earth and they helped us out. They were just as excited to do this as we are, " Cabelka said. "That was really easy and nice, all the shoots and everything else has gone great."

He felt that the people they interviewed made it simple for them to do what they were there to do without hesitation to participate.

"They would let us get up on stage and put a camera in right in their face and as far as interviews, they pretty much would tell us whatever we asked of them, they would answer any questions we had. It's made this thing a whole lot of fun, because of their attitudes, its going to make it a completely different project," said Calbelka.

Fellow student and film crew member Dan Hyde reflected on the making of documentary. "The experience was absolutely fantastic, we got to shoot with several cameras running at one time, like a four or five camera crew filming in all the different

To go

WHO: CU film students

WHAT: Premiere of the documentary "North of Autin, West of Nashville, Red Dirt Music" and a concert

WHEN: 7 p.m. Tuesday

WHERE: Cameron Universtiy Theatre

HOW: Free and open to the public

places, in theaters, stadiums and outdoors."

"I had fun being able to direct and getting everything where it needed to be and we had good camera men with us too," Hyde said.

"And of course, we got to go to free concerts, so that was plus. And it was nice to meet some of the top red dirt musicians. We actually kind of see how its like for these guys on the road, after following them literally from show to show, when they take a six hour drive, we kind of know what it is like when they say they need things like their ipods and DVD players," Calbelka said.

Their first shoot was June 17. They were gone every weekend, traveling. They finished up their filming in Stillwater interviewing with a promoter. "It has been a long process but what we will get out of it will be worth it," Calbelka said. The creation of this documentary will introduce the genre for those who know not much about it.

"We wanted to do this because its not well known, they have their own fan base, and we would like to help expand it. These guys are great musicians, most don't want the hype of celebrity status, and are in it for the fans there is not anything like it, the musicians are doing what they love, Its been a great process," Calbelka said.

The premiere of the documentary will take place at the Cameron University Theatre. Doors open at 6:30 p.m., the film will start at 7 p.m. Tuesday. There will be a special performance by Johnny Cooper. The 18-year-old musician has been doing this for three years and will bring his talent, for an evening that is sure to entertain and present unique insight into the world of red dirt music.

Other guest musicians scheduled to perform are the band No Justice, The Red Dirt Rangers, Amy Hughes & the Dirty Seven, the Paul Daniels Band Clint Osmus, and more.

This event is free and open to the public, but their is a limited seating of 400 available.

For more, call 581-2359, or visit the websites: reddirtmusic.wetpaint.com or myspace.com/reddirtfilm

CAMERON UNIVERSITY
SCHOOL OF LIBERAL ARTS
DEPARTMENT OF COMMUNICATION

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STUDENT SUMMER DOCUMENTARY
"North of Austin/West of Nashville:Red Dirt Music"

*****

PROGRAM

- Announcement & Introductions by Dr. Matt Jenkins
- Performances by Casey Pilgreem, Kyle Hunt Band, & Johnny Cooper
- Student Summer Documentary Showing
- Questions & Answers
- Drawing

A Note from Tony Allison, Chair of the Department of Communication

The Broadcast area of the Department of Communication welcomes you to this evening's performance. If you would like to support our students, please consider contributing to the Radio & Television Scholarship Fund. Send scholarship contributions to the Cameron University Foundation, RTV Scholarship Fund, 2800 West Gore Blvd., Lawton, OK 73505 or call 580-581-2249 for more information..

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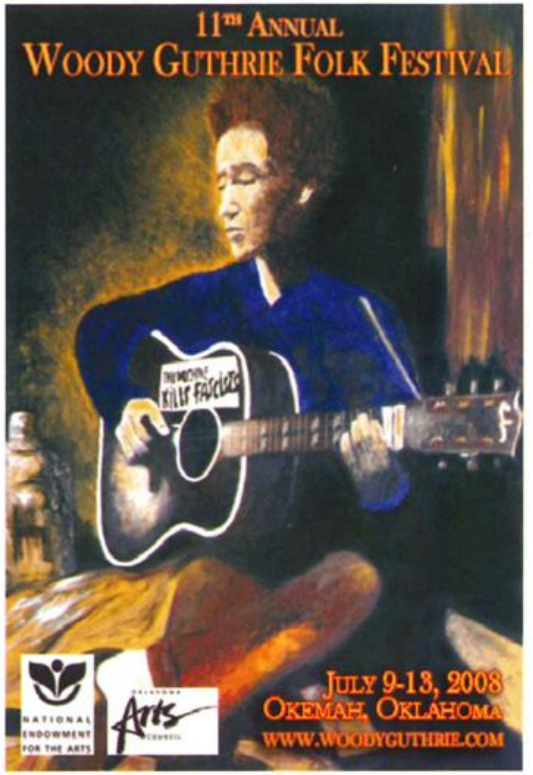

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WEDNESDAY, JULY 9

8:00pm - Country Joe McDonald
Tribute to Woody Guthrie
Crystal Theater (Ticketed Event)

THURSDAY, JULY 10

Brickstreet Stage

11:00am Alexinder Gunn (Fredericksburg, VA)
12:00pm Jamaica Rafael (San Diego Co, CA)
1:00 pm Jimmy Davis (Memphis, TN)
2:00pm Ali Harter (Oklahoma City, OK)
3:00pm Emily Elbert (Boston, MA)
4:00pm Broken Wing Routine (North America)

Pastures of Plenty Stage

6:00pm 1st Place Winner-Songwriting Contest
6:30pm Rob McNurlin (Ashland, KY)
7:30pm Nancy Apple (Memphis, TN)
8:30pm David and Adam Amram (Putnam Valley, NY)
9:30pm Kevin Welch (Nashville, TN)
10:30pm Butch Hancock (Austin, TX)

FRIDAY, JULY 11

10:00am Lefty Lou Storytime
Lou's Rocky Road Tavern
10am - 2pm Children's Festival **City Park**
(11:30 - Nancy Apple; 12:00 - Sara Hickman)
1:00pm "Time Changes Everything"
Table reading of play by Thomas Conner and John Wooley (John Cooper reading the part of Bob Wills and Bradley Piccolo reading the part of Woody Guthrie) - **Historical society**
12:30pm - 4:30pm - Open Mic Stage
Lou's Rocky Road Tavern

Brickstreet Stage

11:00am John Fullbright (Okemah, OK)
12:00pm Radoslav Lorkovic (Austin, TX)
1:00pm Happenstaqnce (Conway, AR)
2:00pm Samantha Crain and the Midnight Shivers (Shawnee, OK)
3:00pm Red Dirt Rangers (Oklahoma Territory)
4:00pm Randy Crouch (Tahlequah, OK)

Crystal Theatre Stage

11:45am 2nd Place Winner-Songwriting Contest
12:00pm Audrey Auld Mezera (Nashville, TN)
1:00pm Ronny Elliott (Tampa, FL)
2:00pm Romi Mayes (Winnipeg, Manitoba)
3:00pm Tony Lee Thomas (Pittsfield, MA)
4:00pm Jon Vezner (Nashville, TN)

Pastures of Plenty Stage

6:30pm Sara Hickman (Austin, TX)
7:30pm John Flynn (Philadelphia, PA)
8:30pm Don Conoscenti (Taos, NM)
9:30pm John Gorka (St. Paul, MN)
10:30pm "Remembering Phil Ochs"
(John Gorka, John Flynn, Jimmy LaFave, Red Dirt Rangers, David Amram, Sara Hickman; hosted by Sonny Ochs)

SATURDAY, JULY 12

8:30a.m - 10:30a.m. - Mary Jo's Pancake Breakfast - **Lou's Rocky Road Tavern**
10:00a.m. - Special screening of "North of Austin, West of Nashville; Red Dirt Music"
Crystal Theatre
10:00a.m. - 2:00p.m. Children's Festival
City Park
(11:30 - Red Dirt Rangers; 12:00 - Ellis Paul)

12:30p.m. - 4:30p.m. Open Mic Stage
Lou's Rocky Road Tavern
1:00p.m. - 3:00p.m. - Woody Guthrie Poets
Methodist Church, 202 N. 3rd (Musical Accompaniement by David Amram)
2:00p.m. Woody Biography and Music - Tom Lewis
Panhandle State University
Historical Society Museum
3:00pm "Collecting Woody Take II" - Barry Ollman, member of the Advisory Board of the Woody Guthrie Foundation, talks about his 20 year hunt for the letters and drawings of Woody Guthrie
Historical Society Museum

Brickstreet Stage

11:00am Anthony da Costa (Pleasantville, NY)
12:00pm Mike Blackwell (Fayetteville, AR)
1:00pm Emily Kaitz (Fayetteville, AR)
2:00pm Monica Taylor (Afton, OK)
3:00 The Oklahoma Geniuses (Oklahoma)
4:00pm Bob Childers (Stillwater, OK)

Crystal Theatre Stage

11:45am 3rd Place Winner - Songwriting Contest
12:00pm Annie Guthrie (Washington, MA)
1:00pm Jack Hardy & David Massengill (New York, NY)
2:00pm Ramsay Midwood (Autsin, TX)
3:00pm Sam Baker (Austin, TX)
4:00 Amy Speace (New York, NY)

Pastures of Plenty Stage

6:30pm Red Dirt Rangers (Oklahoma Territory)
7:30 Joel Rafael (San Diego County, CA)
8:30pm Ellis Paul (Charlottesville, VA)
9:30pm Jimmy LaFave (Austin, TX)
10:30pm Judy Collins (St. Augustine, FL)

SUNDAY, JULY 13

12:00pm "Hoot for Huntington's"
Woody Guthrie Folk Festival Hootenanny (Crystal Theatre)Featuring many of the weekend's performers ~ you never know who might show up!

NASHVILLE MUSIC GUIDE
PUBLICIZING SINGERS, WRITERS AND MUSICIANS TO MUSIC ROW AND BEYOND SINCE 1995
August 2012 | Volume 17 | Issue 175

What is Red Dirt Music?

By Andrew Miller

I'm staring out the window on my way home from Texas after a week of visiting my family in the Lone Star State. Looking out, it seems that I can see to the ends of the Earth in all directions. I can see the true horizon anywhere I look — by comparison, Music City feels claustrophobic — and I finally think I know how to answer the topic for this article: What is Red Dirt music?

For the last week I've been struggling to answer that question. How do you define a genre of music that includes countless artists whose music sounds nothing alike?

Even those within the Red Dirt scene have a hard time nailing it down. Most define it like Supreme Court Justice Potter Stewart defined pornography: "I know it when I see it." "[Red Dirt] is defined by the fact that its not really something that can be defined," says Enzo DeVincenzo of 377 Management, which manages Stoney LaRue and the Randy Rogers Band. "There's a wide variety of influences so, band by band, artist by artist, no two will sound alike, but you can tell they pull from some of the same points of reference."

"This has been a heavily debated question over the last decade," Clay Neuman says. Neuman is associated with Red Dirt acts including Johnny Cooper, Cory Morrow, and Jason Boland & The Stragglers. "To some, it is about a raw grit that does not exist in 'commercial country'; to others, it is about what is 100 percent indigenous to the Texas and Oklahoma borders. To me, it is a throwback to the days of Sun Records, when they produced edgier, groundbreaking independent music that was performed, night after night, in the music halls throughout the Southeast, with such breakthrough artists as Elvis Presley, Johnny Cash, and Jerry Lee Lewis. The 'red dirt country' genre is producing its own musical version of that edgy, independent sound."

The 'red dirt country' genre is producing its own musical version of that edgy, independent sound."

Maybe the first step in defining Red Dirt music is to consider it a movement more than a genre, and that movement started on a farm owned by Bob Childers outside of Stillwater, Okla. in the 1980s. At "The Farm," seminal Red Dirt artists including Childers, Red Dirt Rangers (John Cooper, Brad Piccolo and Ben Han), Jimmy LaFave, Tom Skinner and others played and wrote music together because they wanted to, the way they wanted to. They shared influences in Bob Wills and Woody Guthrie, two legends of country and folk music who had done things their own way.

The Farm was the antithesis of the industry on Music Row. The musicians at The Farm were writing and playing music for the sake of the music. On The Farm the music came first, and if anyone wanted to buy it, well, that was icing on the cake.

"The artists of 'Texas/Red Dirt' tend to write most of their own songs, record with their road bands, and the creative direction is driven more by the sound of their live shows," says Neuman. "They do not have to worry about what will 'research,' just what feels right to them."

Those fundamental tenants would radiate from Stillwater into the surrounding areas and into Texas over the next decade, and it would influence a new generation of artists from Oklahoma, Texas and elsewhere that would bring Red Dirt closer to mainstream.

In the early 2000s, the first Red Dirt acts started making a name for themselves outside of Oklahoma and Texas. Artists like Cross Canadian Ragweed and Reckless Kelly started breaking into Billboard's U.S. Country charts, and at that time Nashville took notice but wasn't impressed.

"Twelve years ago, the 'Red Dirt' format and the Texas Music Chart were considered by most in the industry as a fad that would pass in a couple years," Neuman says of Red Dirt music's jump into the national spotlight.

As late as 2006, mainstream country had a hard time accepting the genre. In a particularly snarky article published by CMT, Editorial Director Chet Flippo called Red Dirt "the same Progressive Country music that's been flourishing in and around Austin for more than 30 years. It's just another mode of naming it and then marketing the name."

But, as Neuman points out, the music hasn't faded away as everyone in the industry expected.

"Twelve years later, artists from this format continue to thrive more than ever, make substantial progress on Billboard album sales charts, and especially excel in iTunes sales," he says. "Our 'core' artists are now playing shows all across the country. And from an industry standpoint, the Texas Regional Radio Report now has the importance to be included in the weekly Billboard Country Update."

One common misconception about Red Dirt music is that it is an alternative or rival to Nashville country, and that Red Dirt artists are jealous of the success of their Music Row counterparts, but that's not the case.

"I think in some ways, everyone is the same because they really just want to get their music out to as many people as possible," DeVincenzo says. "They just go about it differently. The folks in the Red Dirt scene haven't had a model until recently and had to do it their own way. The audi-

ence around Texas and Oklahoma have allowed artists and bands to support themselves and build careers without major marketing dollars or mainstream airplay, and they are a big part of why things have gotten so successful. There's a model in Nashville of how you break an artist, which usually starts with radio. In the Red Dirt scene, you just start playing; the live show is key to building success."

He goes on to say that this is good for fans of country music:
"People come from all sorts of backgrounds and have listened to all sorts of music throughout their lives. Having both scenes alive and kicking allows for just a broader set of options for the listener. In some ways there isn't much of a difference at all between Red Dirt and mainstream country: there's good music that can come from all of it, and there are many instances where mainstream embraces a Red Dirt act and vice versa, where the Red Dirt scene embraces a traditional mainstream artist"

Today, Red Dirt artists like Stoney LaRue and the Eli Young Band have become more mainstream than ever, while the next generation of Red Dirt artists is beginning to take the torch, continuing the legacy that began on a farm in Oklahoma. Some notable up-and-comers include Six Market Blvd., Turnpike Troubadours, and Hudson Moore.

So what is Red Dirt music? It's the music that comes from under this big sky in Texas and Oklahoma, the attitude that people have under this expansive firmament that defines Red Dirt country. It isn't any one specific location or sound or set of musicians. It's the music that's made here on this rusty soil, that's written under this broad blue expanse, or sounds like it could have been.

It's do-it-yourself. It's heart-on-your-sleeve.
You'll know it when you hear it.

For more about Red Dirt Music, check out the fantastic documentary, North Of Austin, West of Nashville: Red Dirt Music. It's worth watching if only to hear all the other musicians talk about the crazy stuff Stoney LaRue has done.

Defining Red Dirt

Adam Hood

"What does Red Dirt mean? That's a good question. You always hear the statement that there's something in the water in Texas. You can listen to the artists out there, and there's some sort of musical common ground that you can't put your finger on," he continues. "Stylistically, there's so much diversity which came from that region. There was Bob Wills and the whole Texas Swing thing, then all the country stuff."

Granger Smith

"It is a mixed genre – Texas and Red Dirt. In my mind, there is Texas music and there is red dirt music. They tour the same, they are in the same market, they are on the same radio. But one group lives in Oklahoma and one group lives in Texas. You would consider me Texas Country Music, I'm still in the Red Dirt genre but it's a geography thing. The Red Dirt thing has a lot to do with the dirt that is red in the ground."

John David Kent

"I am very much a part of the scene. Homegrown diversity – that's the one thing that the Texas Red Dirt fans pride themselves on it being a little left of center and it being home-grown. Being songs that a lot of the artists write themselves. You can take artists as diverse as Aaron Watson to Whiskey Myers and it still fits under one umbrella. I think that's kinda what Texas Red Dirt Music is."

Stoney LaRue

"Instead of a genre, it is more of an idea, more of a lifestyle. A lot of us, like Jason Boland is very honkytonk, country, Cross Canadian Ragweed was very Rock-n- Roll, The Great Divide was almost pop country, our stuff is somewhere in the middle, all kinds of influences. The idea being, not really against each other, there is room for everybody and we all write together, play each others music, for us, it all stems from Stillwater, OK, back in the day when we all use to live together. As opposed to a genre, I would say it was more just a camaraderie. Dates back from the songs of Woody Guthrie, Bob Childers, Red Dirt Rangers, so many different people unseen, some of us spent 200 plus days a year on the road."